

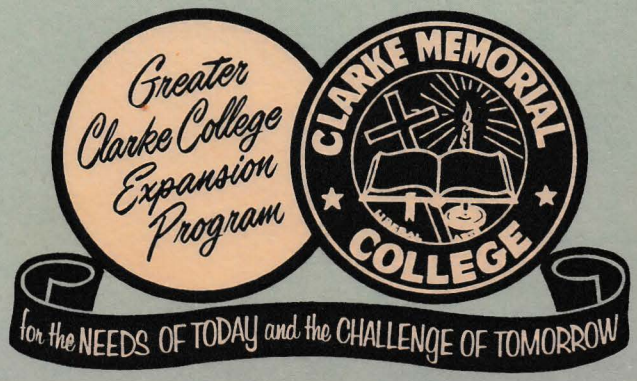
1957

Building for the **NEEDS OF TODAY** and the **CHALLENGE OF TOMORROW**

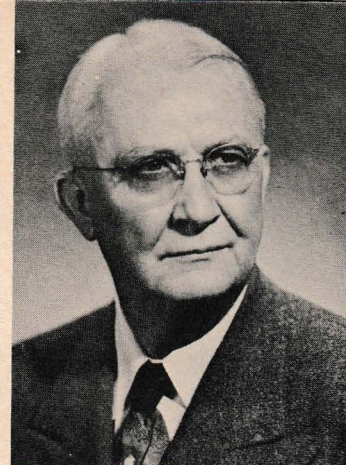
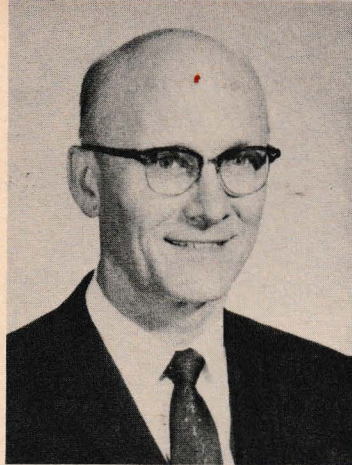


AR
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C55

Clarke Memorial College
Newton, Mississippi



W. LOWREY COMPERE
President, Clarke Memorial College



NORMAN W. COX
*Director, Greater
Clarke College
Expansion Program*

"We've a story to tell"

*The Clarke College story is the story of
A vision beyond apparent possibilities
A purpose beyond present attainment,
And an achievement beyond visible resources.*

*Currently it is the story of a college
That is producing maximum results
From a minimum in capital and operating costs
For hundreds of Christian young people.*

*In prospect Clarke feels called of God
To enlarge its facilities and endowment
In order that it may effectively serve
More students who need what it offers.*

*Clarke calls now for partners in progress
Who will give immortality to their dollars
By investing them in Christian education
Which will produce deathless dividends.*

AR
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Clarke Memorial College
Library

Building for the needs of today and the challenge of tomorrow

CLARKE MEMORIAL COLLEGE

Committed for more than half a century

To a great tradition in Christian education

Now feels the need to strengthen its resources

For the quickened pace

Of the years ahead

Retrospect and prospect

Throughout the 53 years of its history Clarke has established a record of rendering maximum service at minimum cost. Its dedicated teachers have instructed and inspired hundreds of aspiring students to build great lives. Its more than 1500 living graduates are serving with achievement and distinction throughout the United States and in other lands. They are dynamic ministers, doctors, lawyers, teachers, business men and women, homemakers, and faithful workers in other fields. This college gave them their first basic higher education and encouraged them to press on to higher attainment.

One striking illustration of this is the training given to foreign missionaries. Of the 21 Baptist junior colleges in the Southern Baptist Convention territory Clarke is third in the number of its graduates who are ministering as missionaries under the Foreign Mission Board. The school is extremely grateful for its fourteen foreign missionary alumni.

AR 866

Clarke stands today on the threshold of a period of greater usefulness than ever before. To meet its enlarged opportunity the Board of Trustees has adopted a million dollar expansion program. This is by far the most challenging objective ever set for the college. The Building Fund goal is three quarters of a million dollars and the goal for endowment a quarter of a million. The Trustees and Administration believe they are answering God's call to enlargement. Taking into account the resources available, they are confident that the goal is realistic and attainable.

To be credited to this million dollar goal there is \$120,000 that has been allocated to Clarke for its Capital Needs in the next five years by the Mississippi Baptist Convention. In addition there are endowment bequests and already committed gifts that will be realized in the next few years which will apply to that goal.

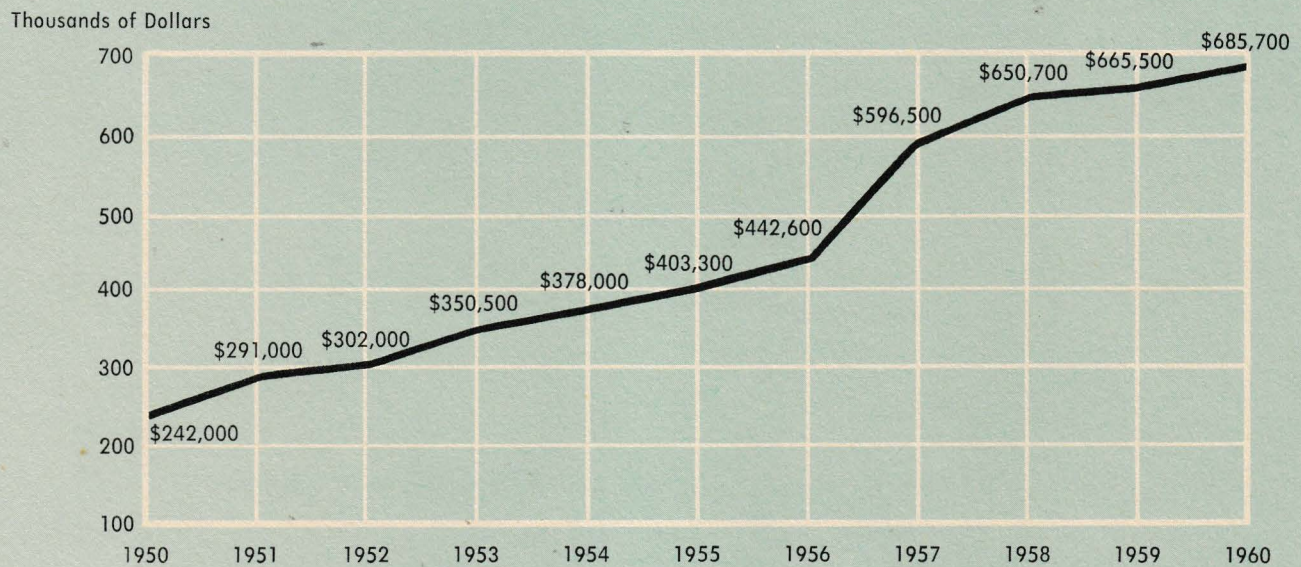
The Mississippi Baptist Convention has authorized Clarke to conduct a financial campaign during 1961 for the additional funds essential to its expansion program.

Growth in the last decade

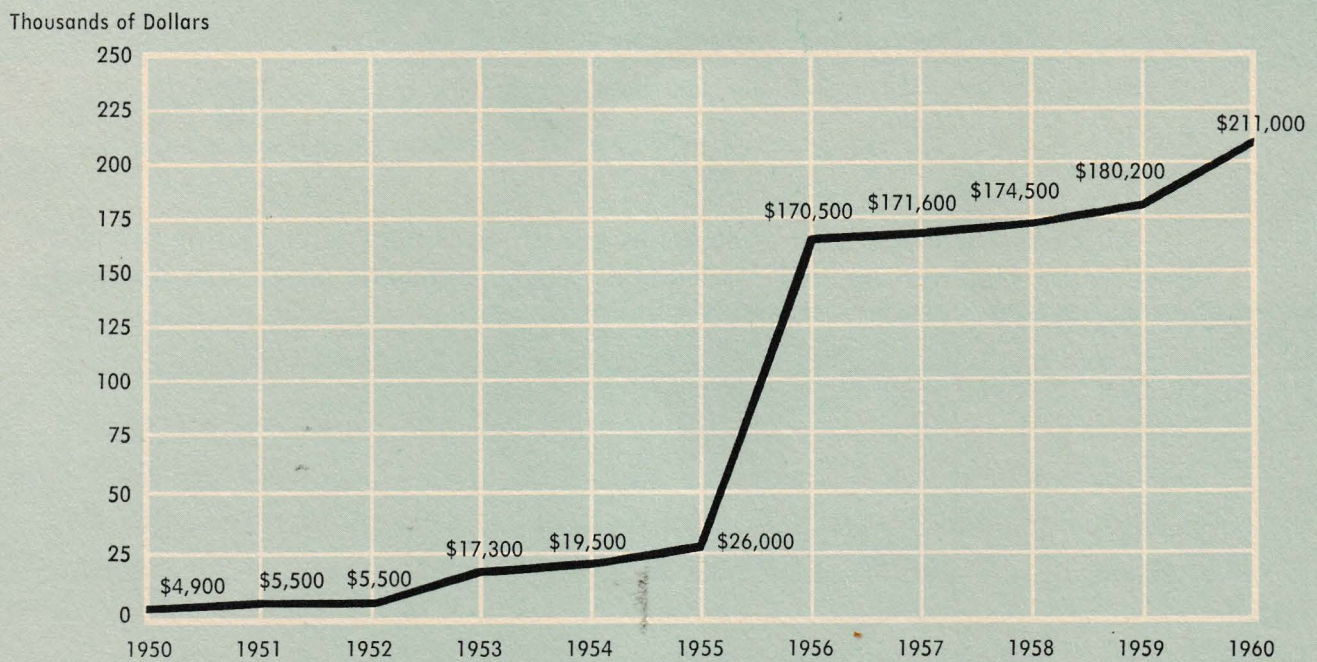
During the past ten years there has been a steady growth in the assets of the college both in buildings and in endowment. The plant has almost tripled in value, increasing from \$242,000 in 1950 to \$685,000 in 1960. The endowment has grown from \$4,900 in 1950 to \$211,000 in 1960, an increase of 4100%.

While the growth in the physical plant in the last decade has been constant, the increase of the endowment has been more phenomenal and dramatic. It is doubtful that any Baptist college in the South has had a greater proportionate endowment growth. This has come about through legacies from several estates and substantial gifts from friends. Although Clarke's endowment is still relatively small, by far the smallest of the four Mississippi Baptist colleges, its remarkable increase in recent years bespeaks larger expectations for the future.

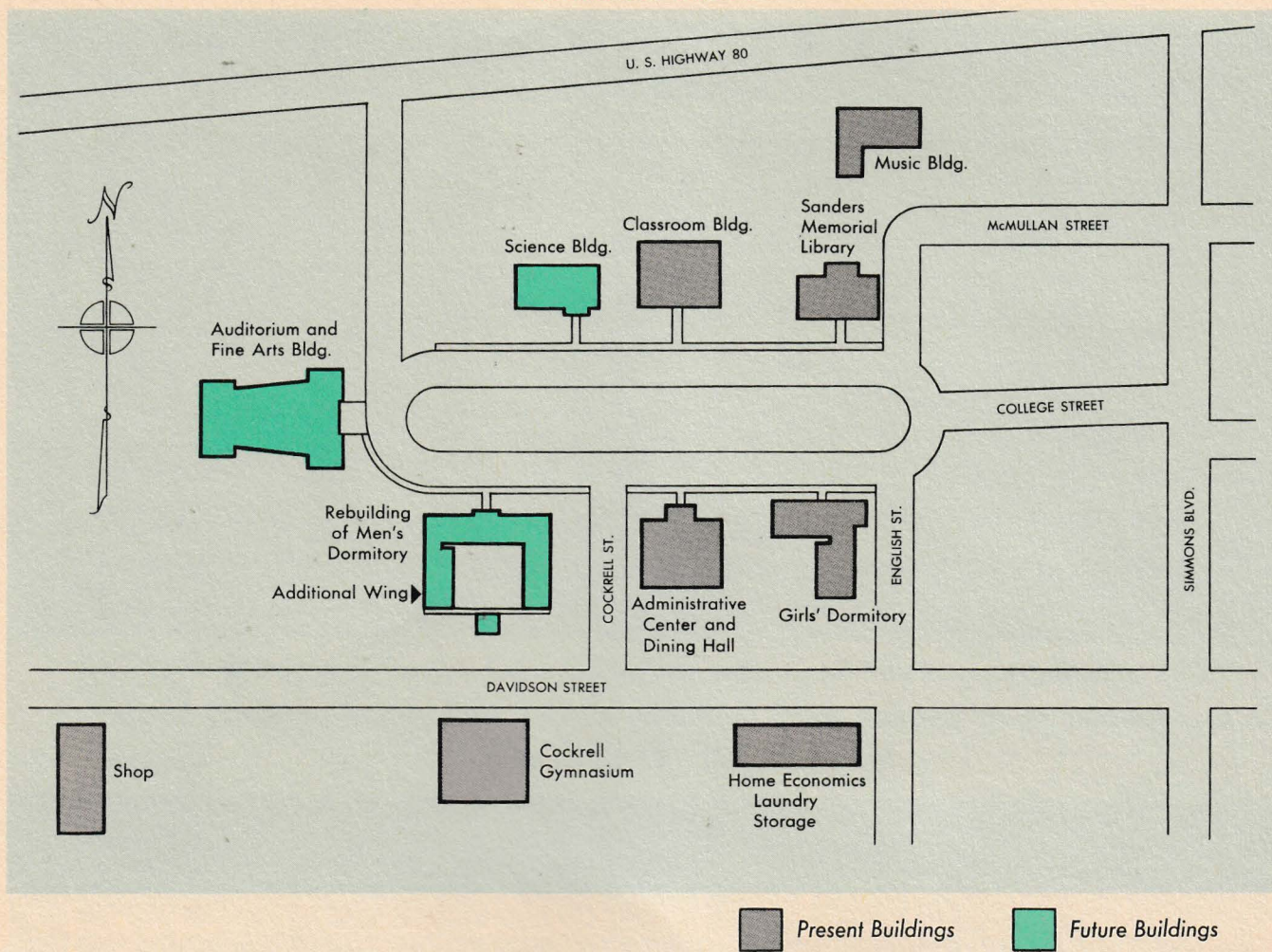
VALUE OF PLANT



VALUE OF ENDOWMENT



CAMPUS PLAN



Although there has been remarkable growth of campus assets during the past decade, the facilities are still inadequate. The enlargement program is designed to meet essential needs.

Rebuilding Men's Dormitory, 1961	\$ 60,000*
Additional Wing, Men's Dormitory, 1961	60,000
Science Building, 1962	120,000
Auditorium and Fine Arts Bldg., 1963	350,000
Renovation and Addition, Classroom Bldg., 1964	50,000
Streets and Campus Improvement, 1964	30,000
Faculty and Student Housing, 1965	80,000

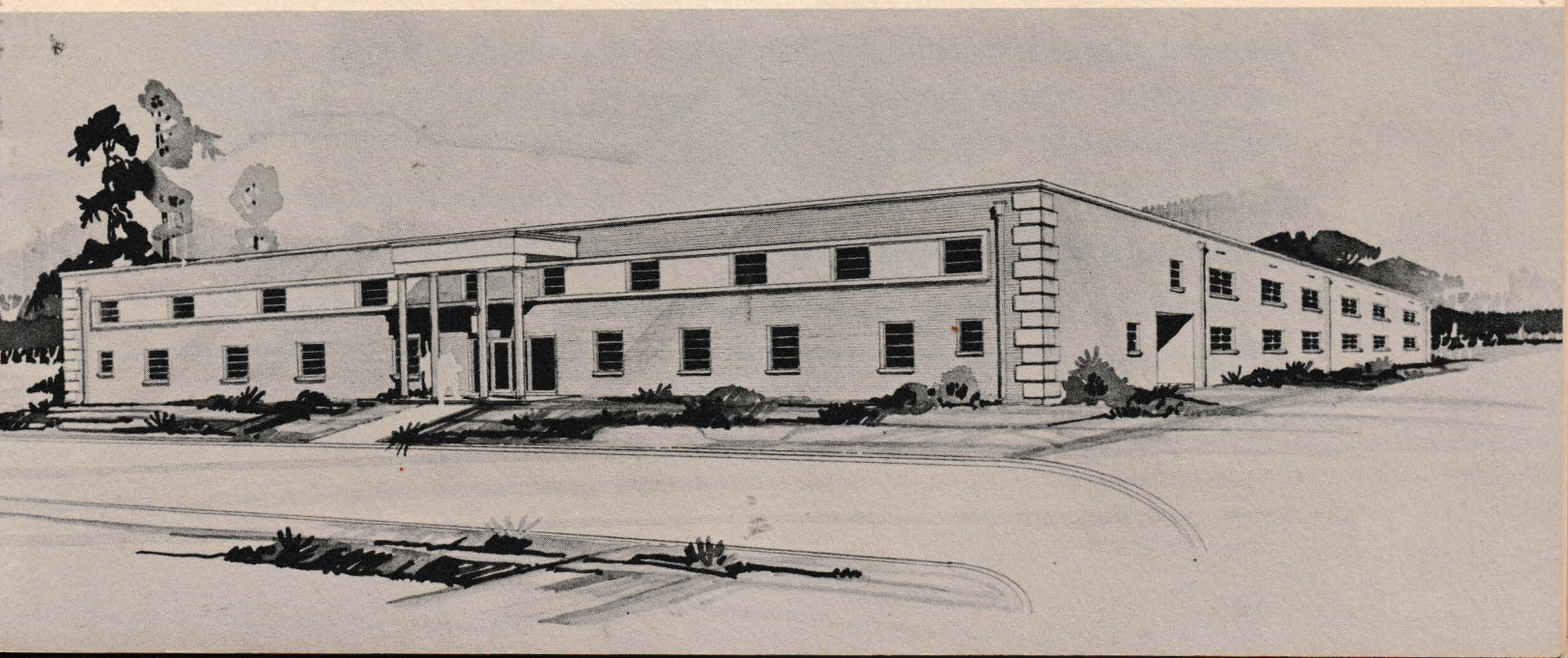
*Exclusive of Insurance.



The Men's Dormitory

The first project is one which is now underway, the rebuilding of the Men's Dormitory which was destroyed by fire in the early hours of November 2, 1960. In this disaster the college sustained a heavy loss, but by the grace of God this experience has already brought rich blessing. There was no loss of life, no one was injured, and not one student dropped out of school. The 95 young men in the building showed such a victorious attitude that all who learned about it came to a new appreciation of Clarke College and the type of students it serves. A new wing was already planned and ready for construction. It is fortunate that this new addition had not been built for it also would have been damaged by the fire. By the time the new session begins in September, 1961, a new and larger dormitory will be in use which will be fire resistant, will house 65% more students, and will have a number of added facilities.

Architect's rendering of new Men's Dormitory

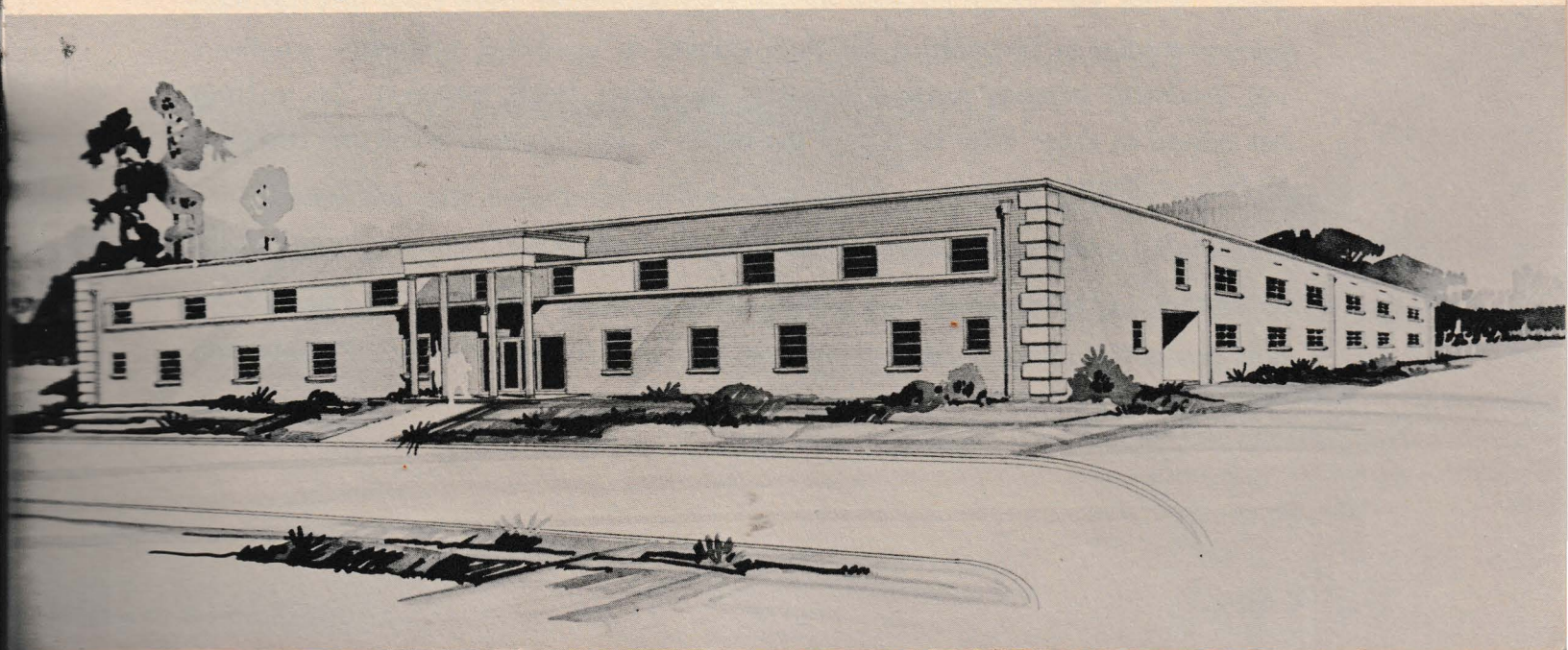


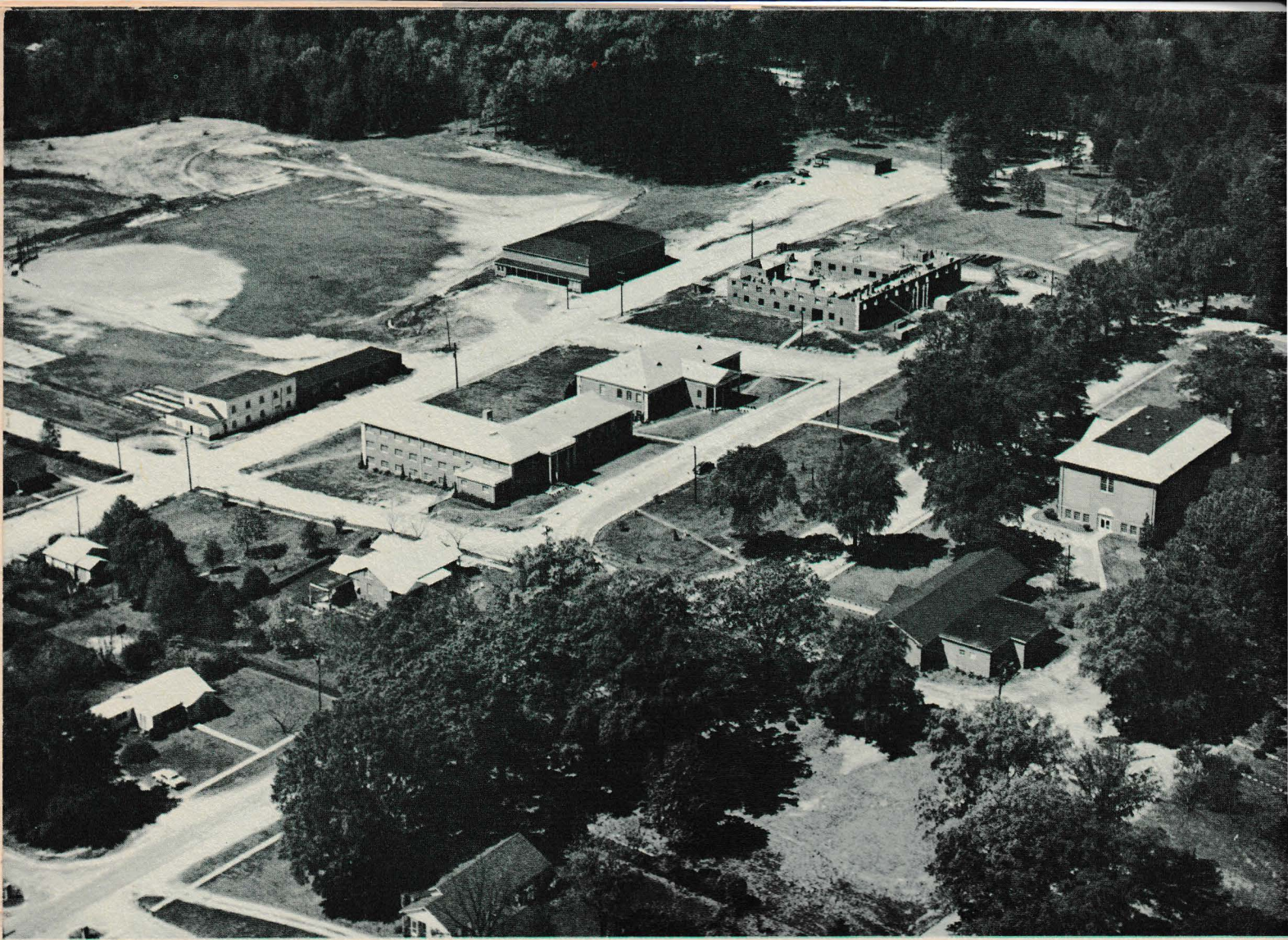


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Architect's rendering of new Men's Dormitory





Airview of Campus

Science Building (1962)

During the past 15 years Clarke has responded to the challenge to meet the needs of an increasing number of students who must have basic preliminary science studies in preparation for their careers in medicine, pharmacy, engineering, teaching, nursing, medical missions and other fields. Already the college has moved in three ways to supply the needs of such students in the first two years of their collegiate studies.

1. It has been acquiring the essential equipment.
2. It has been developing a competent teaching staff who have been doing post graduate summer study on stipends from the National Science Foundation.

3. Its teachers and students have gathered one of the best collections of specimens in zoology and botany to be found in these fields in any junior college.

The progress of this 3-fold effort has overrun all available space. It is mandatory that an adequate science building that will cost \$120,000 be provided in 1962.

Auditorium and Fine Arts Building (1963)

Central in the needs of Clarke College is an adequate Auditorium and Fine Arts Building. Its functional service will enrich all the areas of the life and ministry of the institution. In it will be provided the facilities for worship, inspiration and cultural enrichment that are necessary to a Christian institution. In addition the needs of music, speech, drama and other arts will be adequately met. It will become the hub of the wheel that includes the full circle of the life and ministry of the college.

Renovation and addition to Classroom Building; streets and campus improvement (1964)

After the new auditorium is built the present auditorium, which occupies the third floor of the Classroom Building, will be remodeled for urgently needed additional classrooms and offices for the faculty. Properly surfaced streets, enlarged parking facilities, and other campus improvements are essential for 1964.

Faculty and Student Housing (1965)

During the past decade the college has developed much housing for both faculty and students. However, some of it was of a temporary nature and should be replaced. The \$80,000 included in the schedule for this need is a conservative figure.

ENDOWMENT GOAL \$250,000.00

Ten centuries prove that only endowment can assure the future of a college. The growth of Clarke's endowment represents the most encouraging single factor of the work in recent years. Those who have given money, securities, or property to the endowment have made an investment that will earn eternal dividends. It is proof of their faith. Through all the years ahead they will be sharing with the increasing expenses of the school. Thus they have added greatly to the security of its future. The endowment offers an opportunity to immortalize dollars by keeping their earnings busy in opening doors of opportunity to the citizens of the future.

Methods of Giving

There are various ways in which friends may give to the Greater Clarke College Expansion Program—ways adapted to the varied circumstances of the donors. Each one will need to determine which method fits his situation best but the college will be glad to offer such counsel as may be needed regarding any of the following plans suggested.

THE GIFT OF CASH

The majority of contributors will make their gifts from regular income or savings. Such gifts are deductible in computing federal income tax up to 30% of the donor's adjusted gross income. Gifts may be spread over a period of three years or more. This will enable the contributors to make the larger gifts they wish to but could not make at one time. Also, in many cases there may be a larger tax advantage by spreading a deduction over a period of years.

THE GIFT OF PROPERTY

Some donors will find that their best method of giving is to make a gift of property. Stocks, bonds, or other securities, rental property, farm or timber land, mineral interests, or any other form of property may be given directly to the school. A gift of property which has increased in value offers a special tax advantage. It is deductible at full market value on the income tax return, with no tax liability for the capital gain.

THE GIFT ANNUITY CONTRACT

A donor may make a gift to the college and retain a life income. This can be done in two ways. Income-producing property may be given with the reservation that the income will go to the donor throughout his lifetime. Or, a contribution in any amount may be made to an income-producing building of the college, such as a dormitory, for which the college will pay the donor a life income based on a percentage of his total gift. The percentage is determined by the donor's age at the time the contract is entered. Payments may be made quarterly, semi-annually, or otherwise.

In this way one can "have his cake and eat it too." The donor has an assured income for life while at the same time he is secure in the knowledge that his investment is serving in a great cause. By this means, also, he can see during his lifetime the results of his stewardship and can know that this stewardship reaches beyond death as his investment lives on in the lives of succeeding student generations.

Further explanation regarding this plan will be gladly given to anyone desiring to know more about its fine possibilities.

THE LIMITED TERM TRUST

This method offers unusual opportunity to a person who has income-producing securities which he wishes to conserve for his estate but who does not particularly need the income at present.

A trust can be established for any specified length of time above two years. The college is named beneficiary and receives the income for the term of the trust with no tax liability.

GIFTS THROUGH LIFE INSURANCE

The college may be named as sole and irrevocable beneficiary in a life insurance policy and the premiums paid will be considered tax deductible donations. Also, the entire proceeds of such a policy are excluded from the taxable estate of the insured.

BEQUESTS IN WILLS

A bequest of some portion of one's estate in favor of the college offers another method of extending his stewardship beyond death. Clarke has been the beneficiary in the settlement of several estates in the past ten years. This accounts for the major portion of the present endowment. Those who thoughtfully made this provision in their wills are still living on in the work of the school they loved.

LIVING ENDOWMENT

The Clarke College Alumni Association has promoted the Living Endowment Program which has brought in several thousand dollars during the past year. This is a simple plan of annual giving for the school's operational expense. The gift is appraised in its relation to the earnings of the permanent endowment.

One thousand dollars in endowment earns approximately \$50.00 per year. Hence, for every \$50.00 per year one gives to the school he provides the equivalent of \$1,000 in endowment. If hundreds of alumni and friends would agree to give a definite amount each year, the total thus given would equal several hundred thousand dollars in endowment. From such an income many pressing needs would be met.

THIS IS HOW IT CAN BE DONE!

Cooperative Program Allocation, 1961-1964 .. \$120,000
 Gifts and Commitments to be paid 1961-1964:

3 gifts of	\$50,000	\$150,000
6 gifts of	\$25,000	\$150,000
12 gifts of	\$10,000	\$120,000
24 gifts of	\$ 5,000	\$120,000
40 gifts of	\$ 2,500	\$100,000
60 gifts of	\$ 1,000	\$ 60,000
100 gifts of	\$ 500	\$ 50,000
200 gifts of	\$ 200	\$ 40,000
400 gifts of	\$ 100	\$ 40,000
4,155 gifts of	\$1 to \$99	\$ 50,000
5,000	TOTAL	\$1,000,000

CLARKE'S PARTNERS
 IN PROGRESS can
 immortalize their dollars
 in tomorrow's students.



OUTSTANDING FORMER STUDENTS PAY TRIBUTE TO CLARKE COLLEGE

*Dr. James E. Booth
Physician and Surgeon
Eupora, Mississippi*

"My medical education required nine years at Clarke College, Mississippi College, University of Mississippi Medical School, University of Alabama Medical School and The Baptist Hospital, Memphis. Each furnished a necessary part of my preparation. However, by starting my training at Clarke with its peaceful atmosphere, without the usual confusion for a freshman, I was better able to adjust and learn how to maintain the academic rating required for admission to medical school and for receiving an M.D. degree."

"The three years I spent at Clarke College were most rewarding. In addition to the books prescribed for study, I learned a lot about how consecrated men and women prepare for life. It was a great experience for a country boy who was so eager to learn that he was willing to fire a boiler as part pay to stay in school."

*Mr. Lewis M. Clark
First Vice President, Retired
Federal Reserve Bank, Atlanta*

*Rev. Clyde L. Davis
State Brotherhood Secretary
North Carolina*

"When I was discharged from the navy after seven years service I had an eighth grade education, a wife, two children, no money, and a deep sense of call to serve God. Clarke College opened the door of opportunity for me, helped me make up my deficiencies and prepared me to go on to finish senior college and seminary. For this I am deeply grateful."

"My experiences and acquaintances as a student at Clarke College are among the richest blessings of my life. That thing called school spirit was excellent, but the spirit of those who taught me was superb. I'm thankful that they thought it important to stress things eternal."

*Dr. M. L. Flynt, Jr.
Physician and Surgeon
Meridian, Mississippi*

*Dr. W. Levon Moore
Pastor, First Baptist Church
Pontotoc, Mississippi*

"I owe Clarke College a debt which I can never pay. This school provided me quality education in a distinctively Christian atmosphere. It gave encouragement when there was little encouragement; work when my labor was all I had to offer for tuition; and it provided the raw materials for some of life's most necessary foundations . . . foundations that have made life happier and more useful than it otherwise could have been."

"Clarke College opened the way for me to begin training for the work God called me to do. It provided quality education at the lowest possible cost. Close relationship with a dedicated faculty and consecrated fellow-students helped deepen my understanding of God's will for my life. Clarke has been a positive force for good in the lives of hundreds of students."

*Rev. Troy Prince
Superintendent of Missions
Lauderdale Baptist Assn.
Meridian, Mississippi*

*Mr. A. A. Roebuck
Superintendent of Schools
Hazlehurst, Mississippi*

"Clarke College meant a lot to me. I have never had better instructors than I found there. Dr. Murray Latimer used to say that Clarke graduates made better grades the last two years in Mississippi College than students from any other college. Clarke College has helped many a student 'get over the hump' the first two years."

"The debt I owe Clarke College cannot be shown in figures or words. Academically she supplied more than I expected, opening doors I never knew existed. Foundations laid there gave me incentive and opportunity to secure senior college and seminary degrees. Her faculty was composed of men and women able in their fields and interested in giving personal attention to students. In Clarke I found a college worthy to bear the name 'Christian.'"

*Dr. W. L. Sewell
Associate Executive Secretary
Louisiana Baptist Convention*

*Mr. J. A. Travis
Associate Executive Secretary
Mississippi Education Assn.*

"I shall ever feel indebted to Clarke College. It gave me that 'indefinable something' that increases with the passing years."

"Clarke is rendering a definite, unique service in the field of Christian education and fully deserves the active support of all friends of Christian education in its current enlargement program."

"Among the several schools I attended in preparation for a life of public service I received some of my most valuable training at Clarke College. Knowing what I know now, if I had my course of higher education to travel again I would choose Clarke for my first two years."

*Congressman Arthur Winstead
Washington, D. C.*

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H. H. WARD, Kosciusko
HUNTER C. WEBB, Meridian
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Clarke Memorial College, Newton, Mississippi

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